



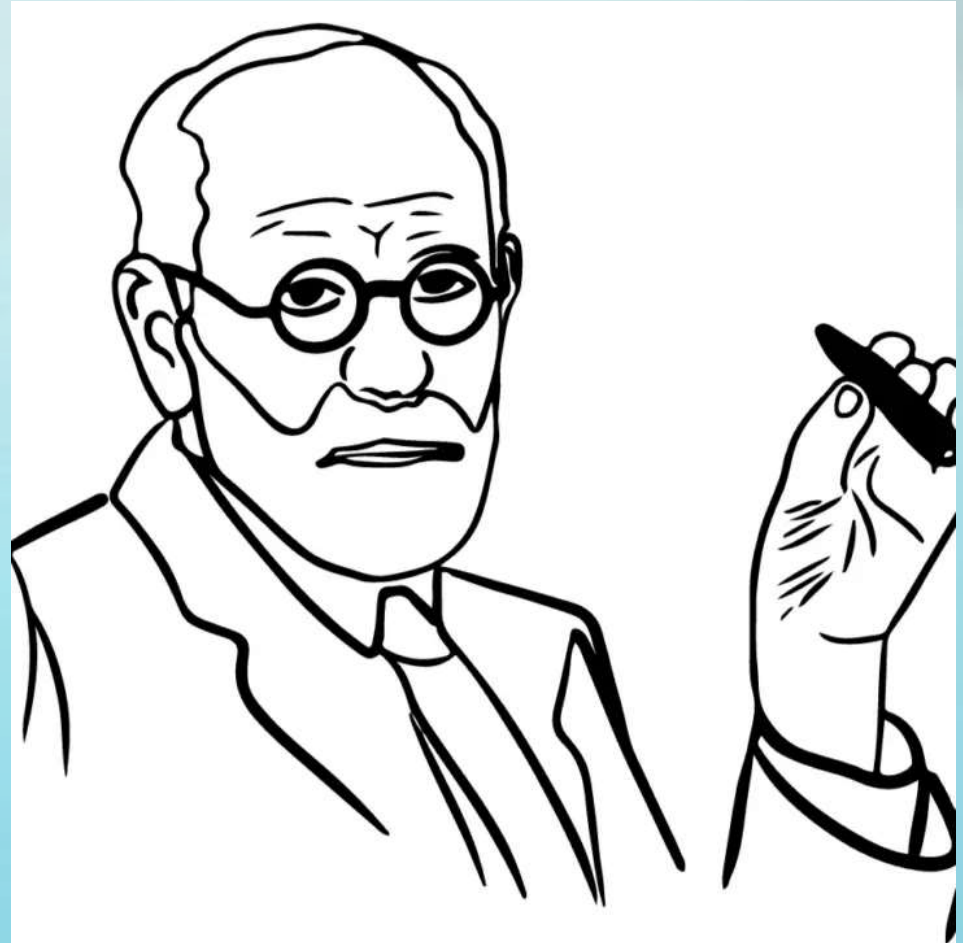
Lecture 2

CHS 456

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Quote of the day

“Words have a magical power.
They can bring either the
greatest happiness or deepest
despair.....”



Course outline

- Effectiveness of nutrition education
- What is nutrition educator's role?
- Determinants of food choice and dietary change: implications for nutrition education

Nutrition education effectiveness

A meta-analysis reviewed 30 studies involving nutrition education, from 1910- 1984(74-year period) and found that it increased: knowledge by 33 percentiles, attitudes by 14 percentiles, and behaviors by 19 percentiles.

Other studies have focused on specific goals:

- ✓ Increasing fruit and vegetable intake.
- ✓ Reducing risk of childhood obesity.
- ✓ Reducing risk of diabetes.
- ✓ Preventing weight gain in employees in worksites.

Nutrition educator's role: scope

- Nutrition educators are involved in a wide scope of activities.
- Nutrition is seen as the link between agriculture & health, behavior change communication & food and nutrition education addresses behaviors and practices related to a wide range of problems to solve, takes place in different settings, with different audience.

Nutrition education settings

- Schools
- Communities
- Workplaces
- Health care settings

Audiences for nutrition education

- Life stage groups
- Diverse cultural groups
- Different socioeconomic backgrounds
- Athletes and active individuals
- Gatekeepers: policymakers, media & food industry

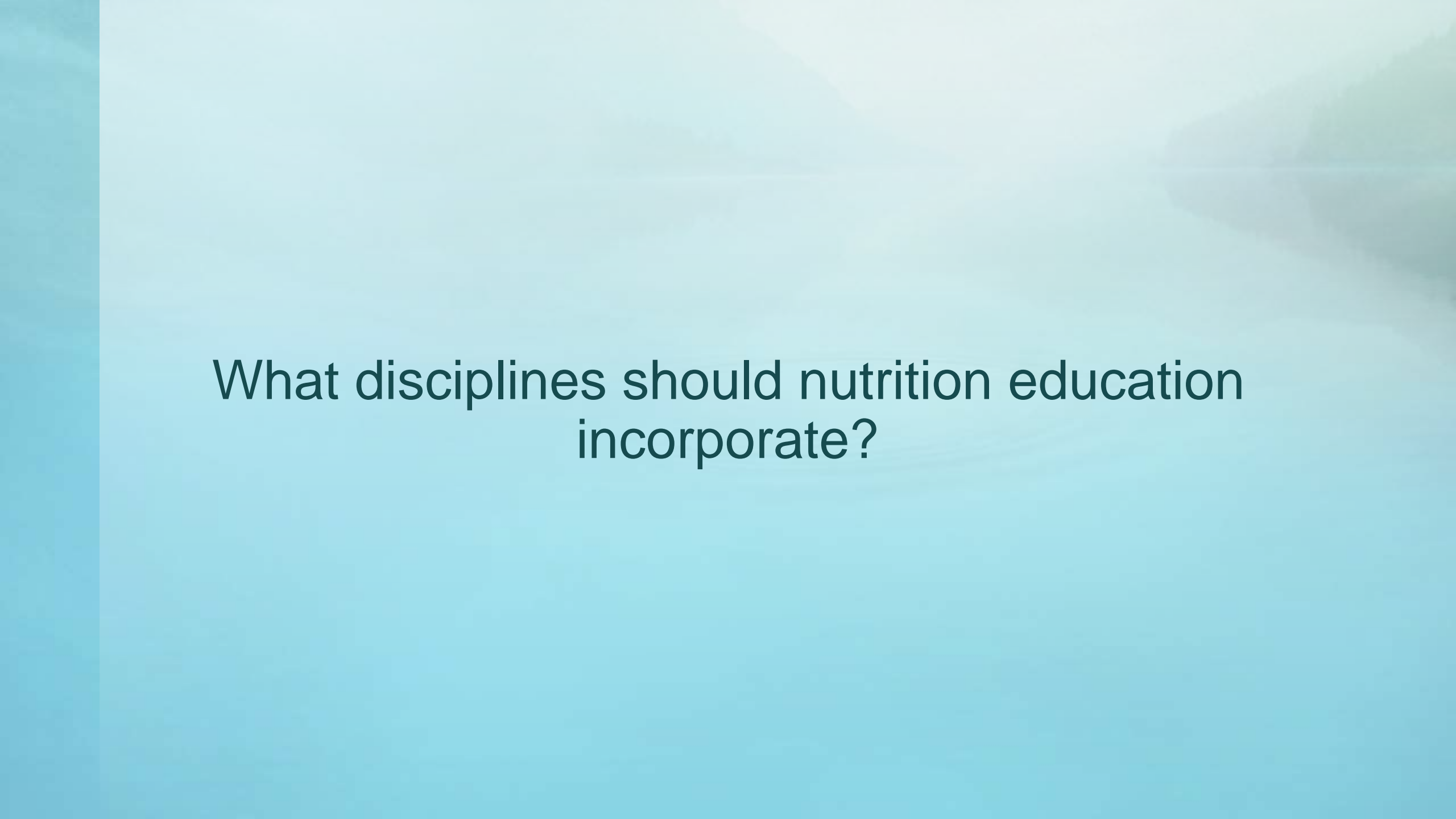
Scope of Nutrition education

- Physical activity & nutrition
- Gardening & cooking
- Sustainable food systems & diets
- Social justice issues related to food

Nutrition education disciplines

Nutrition education role is to help people adopt a healthy lifestyle.
This is done through:

- Enhancing motivation
- Facilitating the ability to take action
- Improving environmental supports for action

The background of the slide features a soft-focus photograph of a calm body of water, likely a lake, with misty or foggy mountains in the distance. The colors are muted, with various shades of blue, teal, and grey. A solid teal vertical bar runs along the left edge of the slide.

What disciplines should nutrition education
incorporate?

Disciplines

Psychology

Food & nutrition

Education

Communication

Psychology (in cultural context)

- How to motivate and facilitate behavior change
- Psychologists are needed to help understand the factors that influence people's food choices & diet-related behaviors.

Food & nutrition

- To choose the behavioral focus and content.
- Scientific based evidence.
- Monitoring data

Education

- Educational design principles and learning theory are necessary for creating educational plans and sequencing activities.

Communication

- For effective delivery for program
- The use of effective communication techniques and teaching methods are needed, to delivery nutrition education programs in fun and engaging way.
- This should be done taking into consideration: literacy level, age group, cultural background.

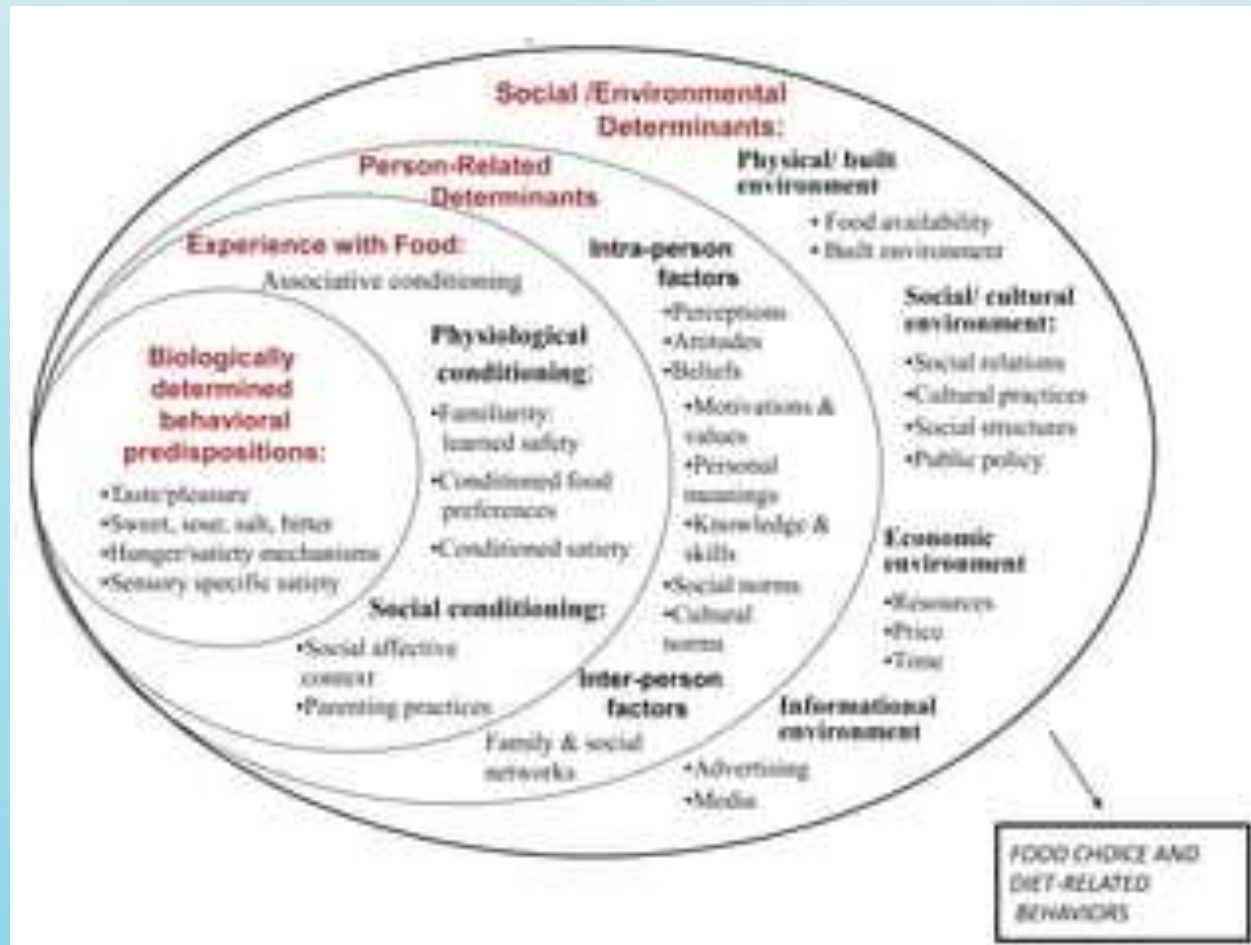
Scenario: Sarah knows the impact of consuming high caffeine on her health. But despite that, she continues to consumer 4-5 cups/day.

Why is this happening to Sarah?

Determinants of food choice & diet-related behavior

- Understanding the influences/factors, will help nutrition educators in assessing the audiences/population they work with and in designing the appropriate and relevant nutrition education.
- The factors that influence are choices of food and diet is numerous and has become overwhelming to understand.
- The good news is many of these factors are modifiable.
- Non-modifiable factors include genes and age.

Nutrition education addresses many determinants of behavior – they are all linked, not independent.



Biology & experience

- Biologically determined behavioral predispositions
- Food experiences

Biologically determined behavioral predispositions

- Taste/pleasure
- Hunger/fullness
- Sweet, sour, salt, bitter.
- Sensory specific satiety
 - Genetics



Preferences/dislikes:
Taste and affective
factors



Food choice &
diet-related
behaviors

- Humans are born with biological predispositions; they tend to like sweet taste and taste sour taste.
- The good news: these predispositions can be modified, and most specific conditions are learnt/conditioned.

Food experiences

- The liking of specific food & their food acceptance patterns are largely learned.
- How humans feel “emotions” physiologically after consuming food can have a powerful impact on food preferences.
- Feeling nausea after consuming cheesecake, can turn us off from it “conditioned aversion”.
- Neophobia



Person-related determinants

- Intrapersonal determinants
- Interpersonal determinants

Intrapersonal determinants

- Motivating determinants: perceptions, attitudes, and beliefs.
- Food choices may also be linked to identity; a health-conscious teenager making mindful food choices.
- Our food choices may reflect a larger, more global values; a sense of accomplishment, pleasure in life, social status, and more.
- The process of choosing food is based on the interaction between our thoughts and feelings.



Interpersonal determinants

- The network of social relationships e.g., peers, family, co-workers within a community influences our food choices & diet-related behaviors.
- A study have found that married couple had 94% similarities in food choices.
- Managing social relationships within social networks is crucial, as well as providing social support for healthy eating.



Social & environmental determinants

- Food environment
- Economic environment
- Information environment

Food environment

- Globalization of food system including technological advancements in food processing affecting food availability, accessibility, convenience, and quality.
- Social settings.



Food availability

The physical presence of sufficient quantities of food that are present in the food system through domestic production or imports.

Food accessibility

The access of individuals to adequate resources for acquiring appropriate foods for a nutritious diet.

Economic environment

- Pricing of food.
- Time (e.g., hours spent in food preparation).
- Income.
- Informal education.



Information environment

- Media
- Advertising



In the US, 12 billion \$ were spent on food marketing and advertising. These figures have probably increased over the years.



How does nutrition education address these determinants?



Nutrition education is seen as the process of addressing all the major categories of

- **Motivating and facilitating determinants related to biology and food experiences:** by providing direct experiences such as cooking and gardening, food tastings, to increase familiarity and preferences for healthy foods.
- **Motivating and facilitating determinants related to personal-related factors:** Providing audience with educational experiences on why-to-take action on healthy food choices as well as diet-related behaviors & how-to-take action.

Why-to-take action: addressing people's beliefs, attitudes, cultural, and social norms.

How-to-take action: addressing people's knowledge and skills, of food and diet and behavior, and behavior-related self-efficacy and self-direction skills.

- **Social/environmental determinants:** providing environmental support for behavior change through facilitating specific opportunities for *when* and *where* to take action on healthy food choices in the food, social, policy systems.

Class activity

In a group of 3-4 students, identify the determinants in the following statements:

1. How willing are you to try a new food?
2. How easy is it to find healthy snacks in your nearby stores?
3. How motivated are you to increase your fruit and vegetable intake?
4. What does the term “healthy lifestyle” mean to you?

